

Exhibit 1



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Who doesn't want Saturday everyday? Announced a couple of days ago, kate spade new york announced its brand new off-shoot line, Kate Spade Saturday. And you know I can't resist *more* kate spade. Seems perfectly timed since Ohio's first kate spade boutique is coming to my town. I've rounded up the bullet points about the new line, so read on for more.



The basics. We all know how much fashion costs us. Kate Spade Saturday will be, like C.Wonder, a multi-category brand; it will be priced roughly 50% less than most kate spade new york goods, and the target demographic for this price point will be 25 to 35 years of age (*WWD*). Saturday launches in Japan as a brick-and-mortar flagship in Tokyo with e-commerce at Saturday.jp this winter, and Saturday will roll out to the States in the spring with only e-commerce.

The styles and prices. kate spade new york is well-known for bold colors and patterns as well as flattering feminine silhouettes. It's no surprise that the [press release](#) about Kate Spade Saturday reports, "[Saturday] will use simple straightforward shapes, and go-anywhere silhouettes featuring bold colors, strong prints, and honest materials like crisp cotton, canvas, and natural vachetta." The price point for jewelry should average around \$30, shoes around \$85, and handbags around \$130.

The verdict. I'm excited to see the Saturday offerings, but I hope that they maintain the kate spade feel and attitude without sacrificing quality. We have enough mass market stores producing throwaway/cost-per-wash clothing. I suspect that we may be able to liken Saturday and kate spade's relationship to C.Wonder and Tory Burch. And by that, I mean that we have similar types of styles, but that Tory Burch and kate spade will offer finer construction and materials than C.Wonder and Saturday.

The bottom line. While I'm very curious about the new Saturday line, let me tell you my feelings on it. *kate spade new york is jumping on the mass merchandise appeal bandwagon.* And it is, as most decisions made, driven by the bottom line. Fifth & Pacific has been doing poorly in Q1 and Q2 this year—but has remained afloat because of sales from kate spade. At the beginning of October, [Fifth & Pacific released revised sales projections](#), noting "kate spade's results are powerful and encouraging." Q1 results this year show a 45.9% sales increase across kate spade new york, even despite net sales down for the company overall ([source](#)). My simplistic approach to analyzing this data in light of the announcement doesn't do the situation justice. Though business decisions aren't made overnight, it does make sense to capitalize on the kate spade brand and grow it with an increased focus on the mass market.

The digital component. Since I work in digital marketing, it's interesting to hear that selections from Saturday will be pre-released on Fab.com prior to the U.S. launch. It shows that flash deal sites are a way to create buzz and draw attention—as well as move merchandise quickly. It looks like Saturday will be following in kate spade's footsteps with strategic use of social media like blogging, videos, user-generated content (tweets, photos) to keep things fresh. I'm excited to see all the online goodies—kate spade always has fun stuff that I admire, like collaborations with Vespa to iPhone wallpapers.

Are you excited for Kate Spade Saturday? How do you feel the initial line looks and feels in comparison to what we're used to seeing from kate spade new york? I'd love to hear what you think!

3 RESPONSES TO *THE SCOOP ON KATE SPADE SATURDAY*



Lauren | Seventeenth & Irving says:

OCTOBER 25, 2012 AT 1:20 PM

I am skeptical, but hopeful. I thought Kate Spade quality was very good until this year, when I received a pair of shoes that had glue coming out of the soles and mis-stitched edges. I promptly returned them. And then, after 6 months of sitting in their box wrapped in tissue, my rose gold peep toe flats had finish flaking off. I hope that with the launch of Saturday, they'll return the original quality of their higher end Kate Spade New York line.

I really do like Kate Spade's aesthetic, even though I'm more of a neutrals kind of girl, they have lots of shoes, handbags, and accessories that I enjoy working into my wardrobe.

REPLY



Jess says:

OCTOBER 25, 2012 AT 3:36 PM

Oh no, that really stinks. Did you try contacting customer service? I've had a lot of luck emailing and calling them in the past.

I also tend to buy more shoes, handbags, and accessories from kseny, though if I could afford some of the dresses, I'd also be interested in those!

REPLY

MM says:

OCTOBER 30, 2012 AT 11:46 AM



Tory Burch and C Wonder are not the same company. In fact, there are multiple law suits between the brands. Saturday and KSNY are both under the same brand umbrella but have different target customers with similar aesthetics.

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Kate Spade's Lower-Price Saturday Brand: Coming This Spring

Oct 23, 2012 @ 6:01 pm

Don't you wish every day was Saturday? We do, and **Kate Spade New York** does, too. That's why the label is launching **Kate Spade Saturday** this spring, a new lifestyle brand for the younger-at-heart fashionista—and more budget-friendly, too. Saturday will include dresses, jackets, and denim, accessories, beauty, home decor items, and more, **all for prices 50% lower than the brand's current offerings (think \$30 to \$130)**. "Kate Spade Saturday is born from the core values of Kate Spade New York, but is realized in a new and exciting way for the younger customer," Craig Leavitt, the president of Kate Spade, said in a statement. **The line will launch this spring and will be available only online at the already-active [saturday.com](#); visit the site now to sign up for news alerts.**

Plus, see stars in Kate Spade!

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Courtesy of Kate Spade Saturday

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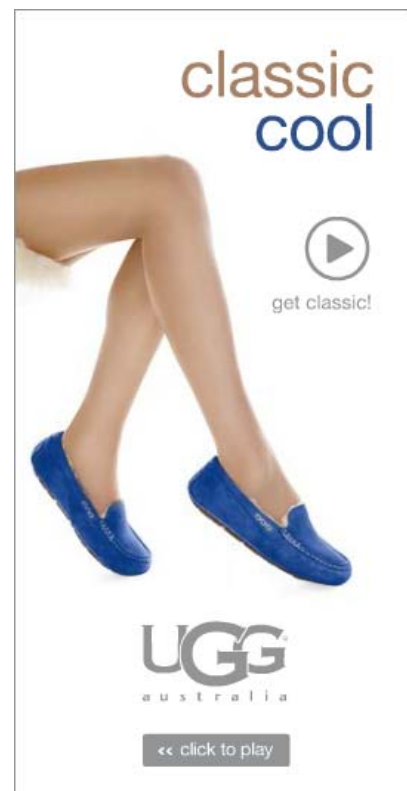
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FOR: **News**, **Designers**,

Kate Spade's New Lower-Priced Saturday Brand: Here's the Scoop

BY **Elana Fishman**

12:00 PM, OCTOBER 23 2012

It's only Tuesday—but aren't you ready for the weekend already? Kate Spade, purveyor of all things cute, colorful and cheery, sympathizes—and this spring, it's launching a brand-new line "meant to capture the spirit of Saturday every day of the week," according to the company's president Craig Leavitt. The new venture's name? Kate Spade Saturday, of course.

According to [WWD](#), the line will include apparel, swimwear, handbags, jewelry, eyewear, shoes and home décor and be priced at about 50 percent less than most Kate Spade New York goodies, in keeping with the younger clientele it's targeting (think ages 25 to 35, as opposed to the 30-to-40-year-olds KSNY attracts). Expect to shell out about \$90 for most clothing in the collection; \$55 for eyewear; \$85 for shoes; \$30 for jewelry; \$25 for home goods and \$50 for watches.

But don't call Saturday a diffusion line—it won't actually be sold in Kate Spade New York stores, nor in the Kate Spade section of your favorite department store. Rather, the vertical venture will be available in the U.S. at [Saturday.com](#) and in Japan at [Saturday.jp](#), as well as at a freestanding flagship in Tokyo. Fingers crossed for a NYC brick-and-mortar shortly thereafter...

Until Saturday finally rolls around, click through for a first look at what's to come from this exciting new brand. For our part, we're planning to snatch up those half-moon handbags and two-tone pumps.

All images via WWD.



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Kate Spade's New Lower-Priced Saturday Brand: Here's the Scoop!

November 5, 2012 by [Lucky-Magazine \(/archive/author/lucky-magazine/\)](#)

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People are TALKING ABOUT

The following is a guest post from our friends at [Lucky](http://www.luckymag.com/blogs/luckyknow/20-Spade-New-Lower-Priced-Saturday-Brand-Heres-the-Scoop#slide=1) (<http://www.luckymag.com/blogs/luckyknow/20-Spade-New-Lower-Priced-Saturday-Brand-Heres-the-Scoop#slide=1>).

Kate Spade, purveyor of all things cute, colorful and cheery, sympathizes—and this spring is launching a brand-new line “meant to capture the spirit of Saturday every day of the week,” according to the company’s president, Craig Leavitt. The new venture’s name? Kate Spade Saturday, of course.

Kate Spade Saturday

According to Women’s Wear Daily, the line will include apparel, swimwear, handbags, jewelry, eyewear, shoes and home décor and be priced at about 50 percent less than most Kate Spade New York goodies, in keeping with the younger clientele it’s targeting (think ages 25 to 35, as opposed to the 30-to-40-year-olds KSNY attracts). Expect to shell out about \$90 for most clothing in

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the collection; \$55 for eyewear; \$85 for shoes; \$30 for jewelry; \$25 for home goods and \$50 for watches.

But don't call Saturday a diffusion line—it won't actually be sold in Kate Spade New York stores, nor in the Kate Spade section of your favorite department store. Rather, the vertical venture will be available in the United States at Saturday.com and in Japan at Saturday.jp, as well as at a freestanding flagship in Tokyo. Fingers crossed for an NYC brick-and-mortar shortly thereafter... Until Saturday finally rolls around, click through for a first look at what's to come from this exciting new brand. For our part, we're planning to snatch up those half-moon handbags and two-tone pumps.

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If the photos is supposed to represent the Saturday line, and it's only available online, then I am quite sure that it's over-priced junk that isn't fit for the Kate Spade name. Yet,

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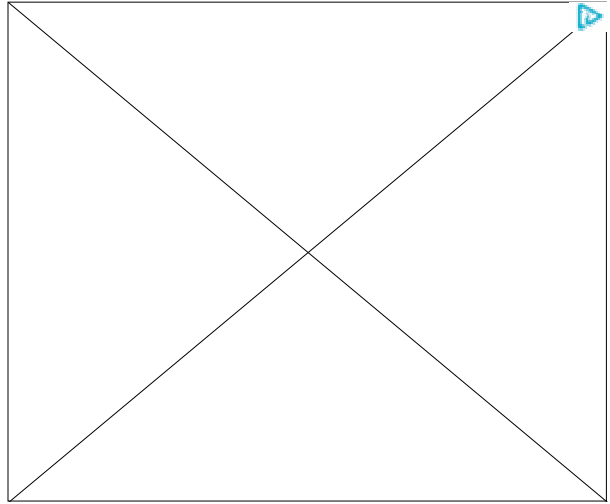


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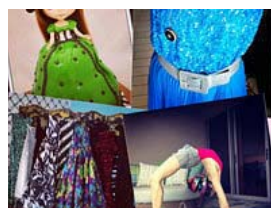
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Kate Spade's Saturday Will Launch Online and 6 Other Things You Need to Know About the New Brand

Tuesday, October 23, 2012, by Kenzie Bryant



Pieces from Saturday via WWD

It's no secret that **Kate Spade New York** is an all-star in [digital competence](#), so perhaps it also shouldn't come as a surprise that their new, lower price-point brand dubbed **Saturday** will launch online as well as in brick-and-mortar stores come Spring. "This is not a diffusion line. The entire brand is a vertical proposition," said **Craig Leavitt**, president of Kate Spade LLC, or rather, Saturday will stand alone in its own stores and online. After the jump, find everything you have to look forward to from the company's new venture.

1. The brand will integrate its retail space with online content with a "grab-and-go experience" that includes strategically placed iPads offering marketing messages, blog content, campaign videos, and user-generated images.
2. Kate Spade Saturday pricing falls at about **50% below Kate Spade New York on average**, with apparel at about \$90, eyewear at \$55, fashion accessories at \$40, handbags at \$130, jewelry at \$30, and shoes at \$85. (The brand will also include home decor, swim, and tech accessories.)
3. Apparel, footwear, and accessories will be bright, and if you couldn't tell from the lower price point, Saturday is shooting for a younger customer: About 25 to 35 years old to Kate Spade New York's 30 to 40+ years old.

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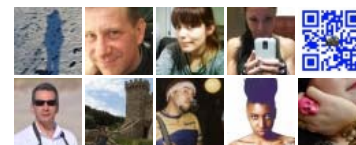
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4. The line will also launch in Japan in store and online and Brazil through e-commerce only. Leavitt describes the brand as "really global" adding "I think this girl exists all over the world. There's a lot more commonality [with these younger customers] because of social media and the way they interact with each other."

5. Totes will come with wine pouches (for utility, of course).

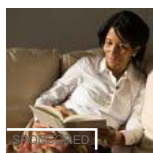
6. Shoes will lean toward the casual side with—yes!—a **PF Flyers** collab.

Head to [WWD](#) (sub req'd) for more pictures of the line and stay tuned for more updates as Saturday's spring launch gets closer!

· [Kate Spade Launching Saturday Brand](#) [Racked]

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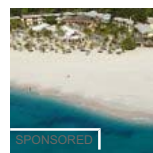
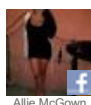


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Kate Spade's Upcoming New Line: Saturday

POSTED BY NICOLEBALCH ON OCTOBER 28TH, 2012 AT 12:24 AM

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Wouldn't it be great if every day felt a bit more like Saturday?
That's the idea behind Kate Spade's upcoming new line called,

wait for it, **Saturday**. Prices will be lower, with clothes and shoes coming in at under \$100, and jewelry in the \$30 range. Yay, right!?

Kate Spade insists that this isn't a diffusion line, however. The feel will be more casual, while still keeping Kate Spade's signature fun and colorful aesthetic. The only stores will be opening in Japan and Brazil next year, but everything will be available online next March. It's a long time to wait, but I'll be looking forward to seeing more!



You can **sign up** to learn more at **Saturday.com**.

[via **FabSugar** and **Fashion etc.**]

• *Nicole Balch writes daily about living a stylish life and transforming the so-so on her blog, **Making it Lovely**. Catch up with all of Nicole's other Family Style posts **right here on Babble**.*

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9



10

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Meet Kate Spade's More Affordable Little Sister Line, Saturday

By: [Danielle](#)



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If you could not get enough of Kate Spade and her polka-dotted and sparkly cuteness but couldn't grasp the price points, it's time to sit up on this one. The New York designer has confirmed the launch of her more affordable Saturday line for next spring!

The line will include plenty: dresses, outerwear, denim, casual separates, knitwear, swim—accessories, bags, jewelry, watches, shoes, eyewear, beauty products, home goods, and tableware. Prices will range from about \$25 for home products to \$30 for jewelry, \$50 for watches, and is said to be an average MSRP of \$90 for clothing items. From the images, it all looks completely cute. I need those coffee mugs and the tea set!

Word is we'll get a sneak peek via fab.com early 2013, but the line will officially be available come spring at saturday.com.

Would you buy anything from Saturday? What's on your list? Tell me in the comments!

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